

Job Description

Senior Communications Advisor

Department	Program
Reports to	Head of Communications
Direct Reports	Nil- <i>works closely with contractors, interns and volunteers</i>
Grade	Grade 5
Status	Fixed-term contract to the 24th of December 2021, full time
Location	Greenpeace's normal places of business and or employee's home (on request) (Occasional work in unusual hours across time-zones and on weekends, with domestic and international travel as required.)

Role Purpose

The Senior Communications Advisor is responsible for strategising and driving high-impact media coverage in conservative and impactful media outlets, driving our stories into new and influential audiences, but in particular, media consumed regularly by C-suite executives and board members of major Australian energy-using organisations.

This role involves a high level of responsibility and stakeholder relationship management, regularly liaising and coordinating with senior and occasionally executive staff members at major Australian energy-using organisations with a view to influencing and advising them to an extremely high standard on how to make the biggest impact possible in the Australian media.

With a solid background in demonstrably shaping Australian media narratives, the Senior Communications Advisor will provide a high level of messaging and narrative experience to GPAP campaigns in order to ensure they continue to shift the Australian media narrative, landscape and decision-makers.

This role also has the responsibility of providing sophisticated and high-level media advice and leadership to our campaigns to ensure they have regular coverage in a wide range of media, in particular influential conservative media outside the usual publications that regularly cover climate and environmental stories.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics
Media strategy, growth and implementation
Media storytelling, analysis & stakeholder management
Media leadership & development
Compliance with Framework Conditions

Role Responsibilities	
Media strategy, growth and implementation	
Key Metric	How Success is Measured
Developed, implemented and reported on a comprehensive media strategy that greatly increases GPAP's media impact	<ul style="list-style-type: none"> • In collaboration with the Head of Communications, lead the development and implementation of a comprehensive and sophisticated traditional and new media strategy that drives GPAP stories into conservative and influential media in order to shape Australian media narratives • Drive significant growth in media impact through a mixture of broadcast, print, online and new media ensuring influential target audiences are regularly reached • Proactively create and respond to media opportunities that advance our campaigns and organisational goals while shaping public perception on climate change and renewable energy • Develop, implement and train a broad suite of spokespeople and third-party validators, regularly deploying them into the media at strategic opportunities

	<ul style="list-style-type: none"> • Provide a high level of leadership and media advice to significantly advance GPAP's media strategising, liaison and output • Create and maintain an op-ed presence in various media channels either for GPAP staff or strategic third-party validators
Media storytelling, analysis & stakeholder management	
Key Metric	How Success is Measured
Developed high impact media interventions in collaboration with senior media stakeholders at major Australian companies	<ul style="list-style-type: none"> • Develop deep and lasting relationships with senior representatives of influential and well-known Australian brands, advising them on how to create the biggest possible impact in the media • Ensure that these relationships are strategically leveraged for proactive GPAP media initiatives and storytelling opportunities in conservative and mainstream media • Develop new and media-worthy angles on what can often be repetitive renewable energy announcements, ensuring the story is told in many different ways to many different audiences • Regularly provide in-depth media reporting and case studies to the Head of Communications, Leadership Team and Communications Hubs to foster a culture of learning and development • Conduct regular media narrative analysis on various topics to track GPAP's impact
Media leadership & development	
Key Metric	How Success is Measured
Effectively develop and train GPAP staff skills to advance the Program and OCEO departments media literacy, liaison skills, and storytelling initiatives	<ul style="list-style-type: none"> • Identify areas for broadcast media skill development within Program and OCEO and design spokesperson training programs in collaboration with the Head of Communications • Support the development of all OCEO, campaigners and comms staff skills on writing opinion pieces • Provide leadership and advice on strengthening staff media literacy, liaison skills and strategies
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Complied with workplace policies and legislation and	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and Integrity policies.

ensures that activities have not put Greenpeace into disrepute

- Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Program Director).

Role Requirements

Knowledge

- Advanced level of knowledge and understanding of the Australian and international media landscape
- Strong level of knowledge and understanding of the media advocacy needs of a campaigning organisation
- Personal portfolio of senior contacts within relevant media circles
- In-depth knowledge and experience of regional, state, national and international media
- Deep understanding of messaging, narrative, and persuasive communications
- Strong level of knowledge and understanding of climate impacts, solutions and how to communicate those in an impactful way
- Public relations theory and practice

Skills

- Demonstrated ability to work effectively with the media
- Demonstrable history in creating new media narratives and elevating spokespeople across the Australian media landscape
- Demonstrated writing and editing skills
- Excellent project management skills with proven experience
- Risk perception and assessment skills
- Proven ability to foster a culture of continued learning

Experience

- At least five (5) years experience in a similar senior role in journalism, communications, or public relations
- Experience in research to brief for different purposes, and excellent multi-purpose research and analysis skills
- Experience in and commitment to ensuring excellent quality output with great attention to detail and pinpoint accuracy
- Experience in coordinating the design of engaging content for different audiences with a high degree of stylistic flexibility
- Strong background in developing and analysing narratives
- Experience in national/international media relations
- Experience in renewable energy/climate change
- Strong background in developing and analysing narratives
- Minimum Bachelor's degree in communications, media or journalism

Employee Commitment

Signature:

Date: